

## ORDER



KLAS

Orders Order / Rev: 37051  
 Alt Order #: 08854428  
 Product Desc: AFF-SENATE  
 Estimate: 553  
 Flight Dates: 08/29/12 - 09/04/12  
 Original Date / Rev: 08/21/12 / 08/21/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

Agency Name: Mentzer Media Services  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: \_\_\_\_\_  
 \_\_\_\_\_  
 600 Fairmont Avenue  
 Towson, MD 21286

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: American Future Fund  
 Demographic: A35+  
 Product Codes: PO4  
 Priority: LV1  
 Revenue Codes: AGY, POL, ISS

New Business Thru: 06/03/10  
 Order Separation: 00:10:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

## Totals

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/04/12	8	\$45,100.00	\$38,335.00	September 2012	8	\$45,100.00	\$38,335.00	0.00
					Totals	8	\$45,100.00	\$38,335.00	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order	100%
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## Order Share

	Share	Total
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KLAS	21%	\$45,100.00
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Market	100%	\$214,761.90
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## Competitive Share

	Share	Total
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CABLE	0%	\$0.00
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KBLR	0%	\$0.00
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KFBT	0%	\$0.00
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KINC	0%	\$0.00
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KTNV	26%	\$55,838.10
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KTUD	0%	\$0.00
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KVBC	0%	\$0.00
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KVVU	28%	\$60,133.33
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KVWB	0%	\$0.00
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LV1	0%	\$0.00
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UNKWN	0%	\$0.00
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	08/29/12	08/29/12	Wed 10-11p	CM	10-11p	--W----	:30	1	\$15,000.00	LV1	0.00	NM	4	\$25,000.00

CSI

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 08/27/12	09/02/12	--W----	1	\$15,000.00	0.00
Spot	Ch Date Range	Description	Start/End Time		
1	8	08/27/12-09/02/12	Wed 10-11p		

Weekdays	Length	Rate	Rtg	Type
--W-----	:30	\$15,000.00	0.00	NM

